Farmers Federation News

Vol. XXXVII No. 12 AUGUST, 1957

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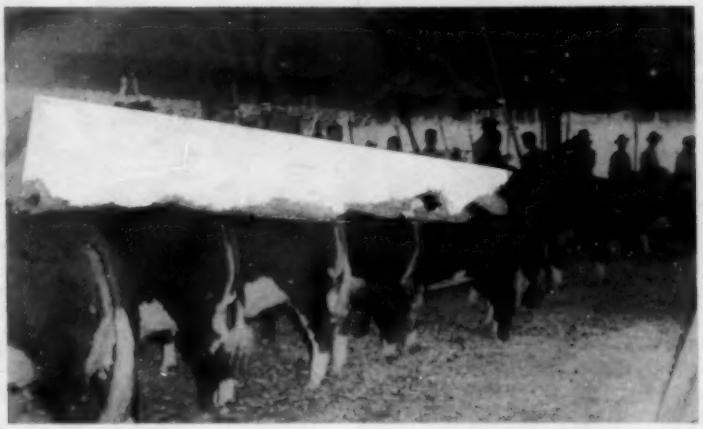
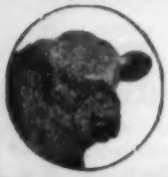
37th Anniversary Edition





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12th ANNUAL

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AUGUST 28th — SEPTEMBER 2nd

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FARMERS FEDERATION NEWS

Published Monthly By The Farmers Federation News, Inc.
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Volume XXXVII August, 1957 Number 12

Robert G. Beard, Editor James McC. Clarke, Assoc. Editor
Rev. Jack Waldrep, Lord's Acre Editor

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COVER PICTURE

Hendersonville, N. C. is the scene of a great deal of activity in August. The Horse Show has just been completed there and now the annual Western N. C. Fair will run from August 12th to 17th and will feature the 10th W. N. C. Hereford Association Show and Sale on August 16th and 17th.

Following this will be the North Carolina Apple Festival beginning August 28th and running through September 2nd.

Our 37th Anniversary Edition cover, at the top left, shows some of the many attractive fair exhibits, and at the top right is a scene from a recent Hereford Cattle Show which always draws a great deal of interest. At the bottom left is a picture of the N. C. Cloggers, some of the outstanding performers at the N. C. Apple Festival and at the bottom right is one of the many floats seen at the past Apple Festival Parades. Chamber of Com-Merce President, Dave Cooley says this year's Apple Festival will be one of the best yet.

This 37th Anniversary Edition shows the progress made by the Farmers Federation during the past year and the plans that are being made to build the Federation's business as well as increasing the W. N. C. farmer's income.

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The Farmers Federation's 37th Year

A Report By James McC. Clarke

President — Farmers Federation Cooperative

The purpose of the Farmers Federation is four-fold: (1) to develop markets for products which can be raised on the farms of Western North Carolina; (2) to work out ways of increasing production on mountain farms, through increased yields per acre and through improved yields per animal unit; (3) to develop the spiritual resources of the people of this area; (4) to give the individual farmer the advantages of group buying of farm supplies; and (5) to bring new services to the farm family, such as freezer lockers and hospital insurance, which make rural living more enjoyable and worth-while.

James Mc. Clarke

During the past year we have made progress along all these lines.

DEVELOPMENT OF MARKETS

The big job of marketing carried on by the Farmers Federation is our poultry dressing plant which is located on Valley Street in Asheville. This plant, during the year ending June 30, 1957, paid to farmers for poultry and eggs a total of $2,130,454.87, representing the purchase of 9,854,878 pounds of poultry and 646,502 dozen eggs. A great many other kinds of farm products are marketed through the Farmers Federation.

The second largest commodity in dollar volume handled by the association is Burley Tobacco, of which 976,794 pounds were marketed through the Carolina Tobacco Warehouse during the past season for a total of $607,139.11.

Third on the list of products handled was hatching eggs. During the year the Federation Hatchery paid to farmers $234,884.42 for 405,018 dozen hatching eggs. Part of these eggs were hatched in our own machine in our new hatchery on the Charlotte Highway, and part of them were shipped to Southeastern States.

INCREASED PRODUCTION PER ACRE AND ANIMAL UNIT

The second great aim of the Federation is to increase production per acre and production per animal unit. This is of the greatest importance in this section where the average farm is limited in size and every part of it must be used to the best advantage. We would like to remind readers of the "News" that the Farmers Federation was largely instrumental in bringing the facilities of the American Breeders Service to North Carolina. This organization makes available semen from the outstanding proved dairy sires in America. Starting in January, 1948, each successive year has shown an increase in the number of cows artificially bred to American Breeders Service bulls and, more important, there has been a steady increase in the average production of milk per cow. Commercial dairymen are learning that when they use this artificial breeding service, the average production per cow in their herd shows a steady upward trend.

The production of eggs per hen has also increased steadily. The Federation pioneered in bringing high egg-producing strains into the mountain counties through its hatchery program, and it continues to make available baby chicks which have the inheritance to lay a lot of eggs, particularly the Mount Hope Leghorn and the new Mount Hope Queen.

High production per acre has been encouraged by the annual lunch for the 100-bushel corn growers of Western North Carolina. The average production of corn per acre in Western North Carolina has been climbing each year, and this annual lunch, at which Dr. D. W. Colvard, Dean of Agriculture, and Dr. Emerson Collins were the speakers this February, has been a real force in creating enthusiasm and drive behind the movement for higher corn yields.

Throughout the years the Farmers Federation has stuck to a program of quality seeds. This, too, has resulted in greatly improved production per acre. Farmers have come to depend on the Federation for top quality seeds.

DEVELOPMENT OF SPIRITUAL RESOURCES

The third phase of the Federation's program, which is the development of the spiritual resources of the people of Western North Carolina, has also been carried forward with energy and imagination. The retirement in the fall of Rev. Dumont Clarke, who directed the Lord's Acre Movement since 1930, created a vacancy which was very difficult to fill. Mr. J. H. Hampton, a director of the Farmers Federation from Cherokee County, recommended the Rev. Jack Waldrep, who was then in charge of a circuit of Methodist churches in Towns and Union Counties, Georgia. Mr. Waldrep accepted the challenge and he has already demonstrated his great ability and sincerity as Director of the Lord's Acre Movement. New and constructive ideas are springing up through this Movement. City churches are helping neighboring rural churches to start the Lord's Acre by providing money for seeds and fertilizer. Some of the organized communities in Western North Carolina are having Lord's Acre projects, with the proceeds divided among the churches of the community or used for some worth-while community project.

Our picnics and our spring stockholders' meetings, which are carried on under the leadership of Max Roberts, are also developing a spirit of friendship and good-will in the countryside.

ADVANTAGES OF GROUP BUYING

The fourth objective of the Farmers Federation—to secure for the individual farmer the advantages of group buying of farm supplies—has also been carried forward steadily during the year. Sales through the 23 stores of the Federation for the year ending June 30, 1957, totaled $2,892,367.42. This compares with sale of $2,955,-782.39 for the previous year.

The store at Brevard was completely remodeled and new fixtures were added. Remodeling was also carried out at Franklin and at Waynesville. The hardware business of the Sylva Supply Company was purchased in the fall, giving the Federation a building which is well adapted to serving the farmers of Jackson County. A feed mixer, with a molasses spraying unit, was installed at Craggy.

NEW SERVICES TO FARM FAMILIES

The fifth objective of the Farmers Federation is to develop and maintain services of value to farm families in Western North Carolina. The outstanding achievement in this field was the increase in the number of Blue Cross policy holders under the Farmers Federation Rural Hospital Insurance Enrollment. The managers of the Farmers Federation stores were licensed as hospital insurance salesmen, and there are now more than 3,200 families enrolled in this health insurance program.

The freezer locker plants also maintained their services at all points. During the year a total of 1,049,083 pounds of meat were processed at the locker plants, and 177,725 pounds of ham and bacon were cured. Frozen food sales have been promoted through the freezer locker plants, and the curing and sale of country hams has continued to grow. Total sales and rental income of the locker plants for the year ending June 30th amounted to $203,883.19.

Another valuable service to our

(Continued on next page)

HAVE WE GOT THE MEN?

New ideas are stirring all through our mountain counties. Farmers are talking co-operatives—co-operative canneries and co-operative enterprises of all kinds. It is a time when great advances can be made or else failures will come which will discourage the whole countryside. The success of any co-operative enterprise, whether it is a warehouse or a cannery, will depend upon the man or the men who run it. A co-operative cannot be a success unless some man, or men will devote themselves to its success—not for a month, not for a year, but for a lifetime. There is no short cut.

Have we got the men who will devote themselves through years of sacrifice to building up small co-operatives? Upon the answer to that question will depend the success or failure of our co-operative enterprises. Directors who will give of their time and energy and endurance are essential. Men who will be constantly planning and working for the success of the enterprise. Managers and employees will be needed who will spend their lives with singleness of purpose for the success of the undertaking. Men who will think more of the interests of their patrons, than they do of their own interests.

It is here that the preachers and teachers can help in developing the type of man that will devote himself patiently and for a lifetime to building up a co-operative enterprise. These co-operative enterprises call for men who have the finest and best qualities and who will take their responsibilities with a spirit of determined service. The building of these co-operative enterprises can move our whole social structure forward into a better day.—**Editorial by James G. K. McClure in the Farmers Federation News", December, 1934.**

J. N. BARNETT

WALTER PIKE

FEDERATION'S 37th YEAR

Continued from page 1B)

members and patrons is the Farmers Federation News. The News, under the editorship of Bob Beard, gets better each year. It is the one paper which specializes in the problems of mountain farming, and Bob has added a lot of other features which makes the News extremely interesting reading. The Federation News goes out to more than 20,000 famliies in Western North Carolina every month.

The total volume of business done by the Farmers Federation in the year ending June 30, 1957, was $6,258,165.49, as compared with a volume of $7,039,483.54 for the previous fiscal year. Part of the decrease in our dollar volume is attributable to the prices of poultry and eggs, which have been at a much lower level than during the previous year. Tonnage of broiler feed sold by our stores also dropped off sharply because the executive committee felt that it was dangerous to maintain a high level of broiler placements in view of the continued low broiler market.

47th AND 48th CONSECUTIVE DIVIDENDS

Regular semi-annual dividends on the outstanding preferred and common stock of the association were paid on January 1, 1957, and July 1, 1957. This makes the 47th and 48th consecutive dividends paid by the Farmers Federation, which is quite a remarkable record.

A year ago, after the death of Mr. McClure, the Executive Committee of the Board of Directors set up a Management Committee of three men—James McC. Clarke, President; Charles W. Davis, Vice-President; and R. Alex Crowell, Secretary. This committee met at least once every week during the year and often two or three times a week, and it reported on operations to the full Executive Committee at its regular meeting each month.

This plan of management did not seem best as a permanent set-up, so a meeting of the entire Board of Directors was held in May, at which it was decided to eliminate the Management Committee and to delegate full responsibility for the day-to-day operations of all departments of the Farmers Federation to a General Manager. On June 10th, the resignation of Guy M. Sales was received by the Executive Committee and Charles W. Davis was elected Acting General Manager of the association.

Mr. Davis is tackling the problems of the business and has al-

(Continued on next page)

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ready reduced operating expenses of the association approximately $15,000 a year by consolidation of jobs.

J. N. (Slick) Barnett who has been for many years manager of the Burnsville Farmers Federation, was appointed Supervisor of Stores. He will be in charge of all store operations.

Two members of the Farmers Federation staff of long-standing retired during the past year. They are: Sam Nave, formerly Manager of the Hardware Department, and Ural Carland, Manager of the Garden Shop. Both of these men have put in long service with the Federation, and we appreciate their contribution to its upbuilding.

One very encouraging feature of the farm picture has been the high price paid for burley tobacco. The great increase in the use of filter-type cigarettes has caused the cigarette manufacturers to use mixtures which contain considerably more burley. Prices for burley tobacco reached an all-time high during the markets in December and January. The average price for burley tobacco paid on the Asheville market was $62.16 per cwt. and the average paid at the Carolina Warehouse, which the Federation operates, was $62.75 per cwt. Prospects for continued high prices for burley appear to be good.

Newly elected county directors shown with Charles W Davis, Vice President and General Manager, second from left, are Fred Hannah, Rt. 1, Franklin (Macon County); O. J. Hollar, Union Mills, N. C. (Rutherford County); and Robert B. Phillips, Toecane, N. C. (Mitchell County).

The aromatic tobacco production program has gone ahead well. The crop is being harvested and cured now. Mr. F. E. Patton, former Rutherford County farm agent, is in charge of the program in the Eastern Counties, and Bob Few heads it up in Cherokee, Clay, and Swain Counties.

The Farmers Federation Handicraft Mutual, the Knitting Cooperative, through which ladies market hand-knitted sweaters and other articles, had a successful year. Some 48 women participate in this project. A sale was held in New York in October, and in December, at the annual meeting of the stockholders of this cooperative, a patronage refund amounting to 45% of the amount paid to each knitter during the year, was announced.

Pullet chains are sponsored by the Federation in 15 mountain counties. These chains give 10 boys and girls in each county each year the opportunity to raise 100 pullets and to learn something about management of a poultry

(Continued on next page)

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FARMERS FEDERATION TRAINING SCHOOL TO OPEN SEPTEMBER 1st.

The Farmers Federation is going to operate another Training School. This School will train principally high school graduates. The period of instruction will be for six months, and the first class is expected to start on September 1st.

From six to eight boys will be in the first class of the school, which will be under the general supervision of Max M. Roberts, Educational Director of the Association. Training will be given each morning in subjects such as seeds, poultry, insecticides, fertilizers, business management, simple bookkeeping, etc. usually by the department heads of the Federation, and in the afternoon the boys will work at jobs in the hatchery, freezer lockers, retail stores and other parts of the business.

Rev. Jack Waldrep, Director of the Lord's Acre Movement, will be in charge of religious instruction for the school and will also give training in public speaking.

Applications for the Training School are now being received by Mr. Charles W. Davis, Acting General Manager of the Farmers Federation: High school graduates who have had good records in school and in community work and living in Western North Carolina are eligible for the school. Previous instruction in vocational agriculture is helpful, but is not absolutely necessary. A salary will be paid to all boys in the school while they are undergoing training, and at the conclusion of their six months' course, provided their work has been satisfactory and they have shown ability, they will be assigned to jobs in various branches of the Farmers Federation.

A part of the Training School program will also be a refresher course for store managers and other employees now on active duty.

Training schools have been held by the Farmers Federation several times in the past, and some of the most valuable employees in the organization are graduates of this training school. A classroom will be set up above the old hatchery building across the street from the main office of the Federation at 131 Roberts street, and the boys will meet here each morning for classroom instruction.

BUY SOME TODAY!

FEDERATION'S 37th YEAR

(Continued from page 3)

flock. A sale is held in the fall, at which each participant sells twelve birds. The money realized from the sale is used to carry on

(Continued on next page)

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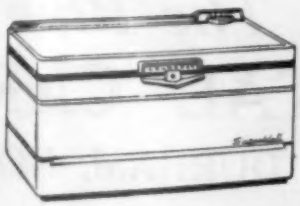

$179

the chain during the succeeding year. The Farmers Federation furnishes $100 in prize money for the boys and girls at each of these county sales.

One sizeable purchase made by the Association during the year was that of the refrigeration and office equipment of the Greensboro Poultry Company, which was located in space leased from the Farmers Federation in the building adjoining the poultry dressing plant. This equipment was bought at a good price and has already been incorporated into the operations of the Marketing Department.

Executive Committee of Board of Directors

The Executive Committee of the Board of Directors has carried the responsibility for the operation of the business throughout the year. It has met frequently and has had to make difficult decisions. These men in their decisions have considered the best interests of the stockholders in the Farmers Federation. The members of the Executive Committee are: Charles W. Davis, James McC. Clarke, H. A. Osborne, R. A. Crowell, D. M. Snelson and Joe R. Wells.

The full Board of Directors has met three times during the year. The members of the Board are: Avery County—E. T. Erickson, F. W. Voncanon; Buncombe—Joe R. Wells, D. M. Snelson; Burke—M. T. Harbison, David McGimsey; Caldwell—John M. Hart, Claude Mast; Cherokee—J. H. Hampton, Clyde McNabb; Clay—M. H. Payne, Cline McClure; Haywood—F. A. Justice, Herschel Hipps; Henderson—Frank Burgin, D. P. Moss; Jackson—F. E. Parker, W. G. Dillard; McDowell—W. G. English, W J. Porter; Macon—Jim Raby, Fred Hannah; Mitchell—T. W. Dale, R. B. Phillips; Polk—Earl Swain; Rutherford—Dewey Carpenter, O. J. Hollar; Swain—Ellis Burnett, John Breedlove; Transylvania—Chas. W. Davis, H. C. Enloe; Yancey—Tom Ray.

Directors-at-Large are: J. McC. Clarke, R. A. Crowell, C. C. Cook,

(Continued on page 53-A)

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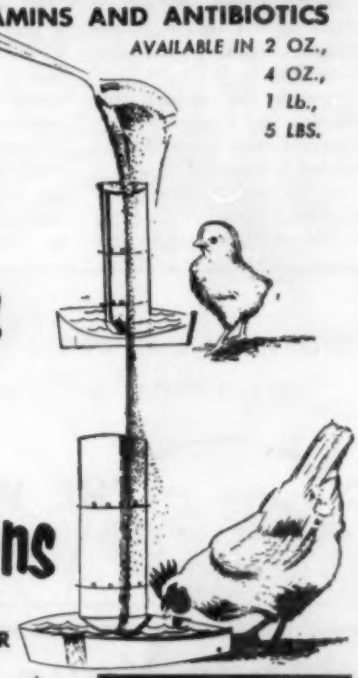

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N. C. APPLE FESTIVAL SET FOR AUGUST 28th

North Carolina's greatest autumn spectacle—the North Carolina Apple Festival—will be held at Hendersonville beginning Wednesday, August 28 and continuing through September 2—Labor Day.

Highlighting the program for three days will be the Carolina Mountain Folk Dance Jamboree which is expected to attract more than a dozen of the top square dance teams of the region, string bands, country music performers, and novelty acts.

In addition to the regular program, the Carolina Cloggers—National Square Dance Champions—are scheduled to appear.

Some 40 of North Carolina's loveliest young ladies will compete for the Apple Queen title which carries with it trips to many celebrated events throughout the country, radio and television appearances, and a number of exciting gifts.

The King Apple Jamboree Parade—finest in the Carolinas—will be held on Labor Day. It will feature some 15 military and high school marching bands, elaborate float units, and novelty units.

For the first time in the history of the Festival, officials are injecting a mountain flavor into the event this year. All residents and visitors will be required to wear "mountain attire" during the Festival. If they do not comply with the ruling of the festival executive committee, they will be fined by young "female" policewomen who will serve in this law-enforcing capacity during the event.

The city of Hendersonville will take on a carnival air during the fete when representative Henderson County communities erect booths along Main Street. These communities will sell apple cider, apples, apple pies, and other apple products during the event. Craftsmen of the area, artists, and others will give demonstrations during the week.

A tour of the orchards of Henderson County — which produce more than 50 per cent of apples grown in North Carolina area — will be another prominent feature.

A pet show, Junior Parade, and

(Continued on page 6)

Apple Queen, Shirley Carpenter, will reign supreme over the 12th great N. C. Apple Festival.

THE FARM NEWS
And The
HENDERSON COUNTY NEWS
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THE WESTERN CAROLINA TRIBUNE
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For Further Information Contact
DAVE W. COOLEY, Manager
CHAMBER OF COMMERCE, HENDERSONVILLE, NORTH CAROLINA

WNC FAIR AUGUST 12-17

The annual Western North Carolina Fair — featuring more than $4,000 in cash premiums — will be held at the Western North Carolina Fairgrounds in Hendersonville, August 12-17.

Highlighting the program for two days will be the Western North Carolina Hereford Association show and sale. Reports are that some of the finest cattle ever to be shown in this section of the country will participate in the show on Friday, August 16 and will be offered for sale on Saturday, August. 17.

Some 18 of Henderson County's organized communities will enter booths along with 4-H, FFA, FHA, Grange, and other organizations.

The management reports that there have been more requests this year for booth space than ever before in the history of the celebrated event.

Judging of agricultural exhibits will be held Tuesday, August 13 beginning at 10:00 a.m. Tuesday will also be observed as Children's Day and all North and South Carolina school-age children will be admitted to the grounds free.

Johnny T. Tinsley Shows will be on the midway throughout the week.

The Aberdeen Angus Cattle Show will be observed on Wednesday, August 14 at 1:00 p.m.

Probably the most outstanding array of talent ever to appear at the Fair has been scheduled for the grandstand shows throughout the week.

On Monday and Tuesday—August 12-13, the feature will be Tex Bryant's Thrill Drivers together with a thrilling dynamite act. There will be an outstanding fireworks display in connection

(Continued on page 49)

The old way of living will be depicted at the Western North Carolina Fair, Hendersonville, by residents of the Upward Commuity as they "man the old log cabin" shown above through the entire week.

The Times-News

HENDERSONVILLE, N. C.

Henderson County's Daily Newspaper

Offers Advertisers a Net Paid Circulation of 6,228 in a County of 7,750 Families With an Effective Buying Income of Approximately $40,000,000 in 1956

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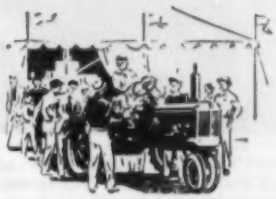
W. N. C. FAIR

HENDERSONVILLE

AUGUST 12-17



WESTERN NORTH CAROLINA'S MOST OUTSTANDING ARRAY OF AGRICULTURE

FEATURING:

W.N.C. HEREFORD SHOW AND SALE

SHOW — FRIDAY, AUG. 16

SALE — SATURDAY, AUG. 17

LOOK WHAT'S IN THE GRANDSTAND

MONDAY & TUESDAY — AUG. 12-13

TEX BRYANT'S THRILL DRIVERS

FIREWORKS — DYNAMITE BEANE

WEDNESDAY — AUG. 14

WSM GRAND OLE OPRY SHOW

JIMMY DICKENS — KITTY WELLS — JOHNNY & JACK

FRIDAY & SATURDAY — AUG. 16-17

ROCK 'N ROLL REVUE

FEATURING WARREN SMITH

JOHNNY T. TINSLEY SHOWS ON THE MIDWAY ALL WEEK

FOR FURTHER INFORMATION CONTACT
DAVE W. COOLEY, MANAGER, WNC FAIR
P. O. BOX 371
HENDERSONVILLE, NORTH CAROLINA

Governor Luther H. Hodges of North Carolina admires Henderson County apples which will celebrate the 12th annual N. C. Apple Festival August 28th to September 2nd. Henderson County grows more than half the apples produced in North Carolina.

N. C. APPLE FESTIVAL

(Continued from page 4)

selection of a Junior King and Queen, will also be a part of the event together with an elaborate street dance, luncheons for festival guests, fireworks displays, and band concerts.

The North Carolina Apple Festival has a two-fold purpose. One is to publicize and promote the North Carolina Apple and the other is to serve as an outstanding entertainment feature for the thousands of vacationers who come to this mountain empire during the early fall season.

Many fellers suffer from misplaced confidence—in themselves.

Men may be born equal, but they sure don't stay that way long.

He who takes the bull by the horns usually has the world by the tail.

Few men know enough to know better than to tell everything they know.

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HENDERSONVILLE, NORTH CAROLINA

Several heifers selling in the 10th annual W. N. C. Hereford sale will be bred to this fine Henderson County bull, BB PAWNEE DOMINO 9TH, grand champion sale bull at last year's W. N. C. Hereford Sale. H. L. Edmundson and D. L. O'Kelly are owners of the bull and Edmundson will be selling the heifers bred to him. Sale date is August 17th.

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Silo Paper 666 Sq. Ft.	$9.50
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At Your Nearest FARMERS FEDERATION STORE

N. C. MARKET EGG SITUATION

By E. W. Glazener
Head, Dept. of Poultry Science
N. C. State College

(Reprinted from July, 1957 SOUTHERN PLANTER)

North Carolina, as well as the other Southern States, is an egg and poultry consuming section. Household food consumption surveys by the USDA indicate that the South consumes approximately 10 per cent more eggs and 12 per cent more chicken than other areas of the nation. This statement is consistently true, whether considered on the basis of income or on the size of family. Yet, North Carolina is an egg deficient State from the standpoint of local production.

Poultrymen in North Carolina keep around 9 million hens annually. Of these 9 million hens, approximately 2½ million are used to produce hatching eggs. It is estimated that the remaining 6½ million hens produce an average of approximately 190 market eggs per bird, a total of 1,235,000,000 eggs or 103 million dozen. Cake mixes, baking mixes, and other dried egg products are in addition to this figure.

To the total market egg production must be added some of the eggs that are produced by hatching egg layers. If a liberal figure is added for this factor, 7 million dozen eggs, North Carolina is short approximately 5 dozen table eggs per capita! The bulk of the growth in egg production in the State has been for hatching eggs for the broiler industry rather than eggs for table use.

Efficient Production Is Challenge

This deficiency in egg production does not mean that North Carolinians are not securing the required amount of market eggs. These market eggs are coming from other sections, primarily the Middle West. The limit of expansion in table egg production, then, depends upon the ability of poultrymen in this State to produce economically and market efficiently.

Opportunities exist for producing market eggs not only for needs within but for cities on the Atlantic Seaboard. Population growth appears greatest in the East and in the West. North Carolina is centrally located in the East; large cities are nearby.

The future in market egg production depends on the ability of the poultrymen to compete for national markets. Marketing facilities are expanding to attract both quantity and quality in the production of eggs. Volume production is essential for economy in both the production and marketing functions. Quality eggs are a must. A Quality egg is becoming a standard product of the trade rather than a premium market. Forty-seven states now have egg laws pertaining to the quality of eggs sold. Thirty-nine states have either written or revised an egg quality law since 1950.

E. W. GLAZENER

The Hatching Egg Situation

Hatching egg production has

(Continued on next page)

Nichols new female offers

UNLIMITED OPPORTUNITY

to the entire broiler industry

No bird in the industry approaches Nichols new female in plus factors of growth, conversion and conformation.

It produces the cleanest dressing white crosses available anywhere.

You'll keep ahead of competition—with Nichols!

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COBB'S

STRAIN
White Rocks
CROSS

IN ONE OFFICIAL broiler test after another, Cobb's White Rocks have demonstrated an ability to turn in a phenomenal rate of growth with unusual feed economy. In nearly every case, they were approximately one third of a pound heavier than the average for all entries.

In seven out of 10 tests in 1956-57, Cobb's had a more favorable feed conversion than the average.

Remember—a penny or two more invested in Cobb's KING SIZE White Rocks can make a whale of a difference in net returns at marketing time.

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TRYON, NORTH CAROLINA
SOUTHERN ASSOCIATE

Cobb's Pedigreed Chicks, Inc.
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grown with the growth of the broiler industry. Although some hatching eggs are produced throughout, the concentration of production is in the western, southwestern and northwestern parts of the State. North Carolina is exporting approximately one-half of the hatching eggs that are produced. Growth of this activity is dependent upon the growth of the broiler industry and the quality and competitiveness of the hatching egg produced in other areas.

Broiler production has made phenomenal strides, increasing 30 per cent in North Carolina since 1950. This state produced 94,000,000 broilers in 1956. These broilers were processed by local processing plants, approximately 140 in the State. The average per capita consumption of broilers is approximately 16 pounds per person. North Carolina not only produces enough broilers for the home requirements, but is now exporting approximately two-thirds of the broilers produced. Interregional competition studies by the agricultural economists at North Carolina State College indicate that markets to the North and Northwest are the most advantageous for this State.

Poultry is becoming an industry in the South and in North Carolina; it is coming of age. Since 1950, the gross farm income of the industry has practically doubled with an estimated gross value in 1956 of over 130 million dollars. It is an industry and is closely allied with other large industries. Mass production, chain-line operation, centers of assembly, rapid turnover, and narrow margins are the trends in commercialized poultry production. Eggs and poultry meat are economical and nutritious foods; the poultrymen are behooved to further develop natural merchandising programs to sell their products.

North Carolina is suitable for poultry: (1) The State is centrally located near many large cities, (2) relatively inexpensive land is available, (3) grain supplies are increasing, and (4) the climate permits inexpensive housing.

Concentration of quality production in volume at competitive prices and efficient marketing are the fundamentals to poultry growth in North Carolina.

Waves often damage the lens and light on the top of Bishop's Rock lighthouse, 160 feet high, on England's southwest coast. This would be a poor place to be in a rowboat about that time.

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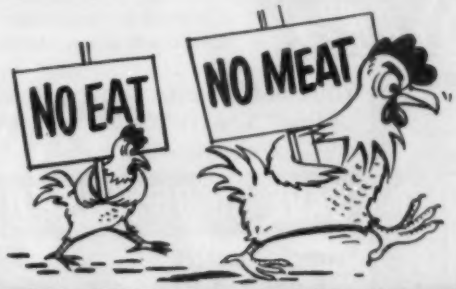

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Notice, (photo above) it's not usually the biggest broilers in the house that crowd the Pex blocks. It's more likely to be the birds that are a little behind, or under stress . . . birds who need the extra health and growth boost of Pex to "catch up."

When Trouble Strikes—
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Quick energy from Hidrolex pre-digested milk sugars . . . vital body-building and repair nutrients from DLW whey solubles . . . pour into your birds when you fight stresses with PEX. Soothing buttermilk and whey stimulate appetites, heal digestive tracts after intestinal attacks or medication.

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Quick energy from Hidrolex, Unknown Growth Factors from DLW, Whey and Fish Meal and appetite stimulation from Buttermilk make birds eat more, gain faster, sell better. Pex increased growth index 20%, increased labor income $37-$39 per thousand at both high and low market prices.

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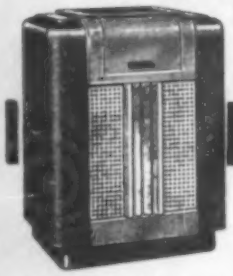

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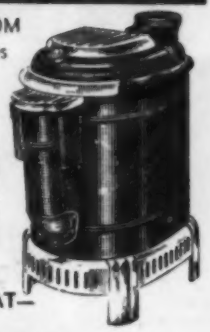

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HENDERSONVILLE, N. C.

Lots Of Glamour At Hendersonville

Lots and lots of pretty girls as well as fine quality apples will be on display at the N. C. Apple Festival at Hendersonville, August 28th-September 2nd. This annual event draws large crowds and this year's event is said to be one of the best yet, featuring many well-known personalities and many programs and activities described on page 4.

Attention!

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Serving You Will Always
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Kids and their pets are always in the limelight at the N. C. Apple Festival at Hendersonville which this year runs from August 28th to September 2nd. Here many are preparing for the annual pet show and parade.

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10th WNC Hereford Sale Set For August 17th

The 10th Annual Purebred Hereford auction sale will be held at the Hendersonville, N. C. Fairgrounds, on August 17th at 1 P.M., it has been announced by Mrs. E. D. Chandler, Secretary of the WNC Hereford Association which sponsors the sale.

A total of 57 bulls and females consigned by 16 WNC breeders will be entered and sold for the high dollar by Col. A. W. "Ham" Hamilton, auctioneer.

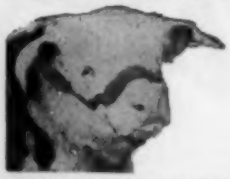
A special Hereford Show will be held one day earlier—August 16th —at the Fairgrounds starting at 12 noon. E. E. Moore of Senatobia, Miss., will be the judge.

Among those consigning cattle are: W. A. Pryor, Gerton; Crail Farm, Hendersonville; M. S. Patton, Hendersonville; Drexel Brown, Hendersonville; H. L. Edmundson, Horse Shoe; J. E. Holbert, Horse Shoe; Dr. N. F. Lancaster, Horse Shoe; M. O. Galloway, Arden; H. K Snively, Arden; Dr. J. L. Reeves, Canton; Dr. A. P. Cline, Canton; L. J. Tatham, Canton; Dr. Frank Killian, Franklin; Wesley Brewer, Newland; F W. von Canon, Banner Elk; and Cecil F. Moody, Old Fort.

E. E. Moore is one of the better known Hereford breeders in America and has an excellent herd on his Double E Ranch at Senatobia, Mississippi. He has judged at a number of Hereford shows and is reputed to be one of the best judges in the business.

E. E. Moore, Double E Ranch, Senatobia, Mississippi, will judge the Hereford Show on August 16th at Hendersonville.

PACOLET HILL FARM
TRYON, NORTH CAROLINA



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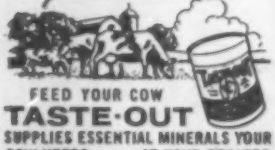

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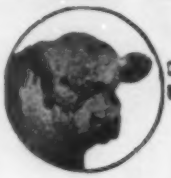

REGISTERED POLLED HEREFORDS
Consigning One Bull, One Heifer Bred to the 1956 Champion Sale Bull BB PAWNEE DOMINO 9 and 3 Open Heifers to the W. N. C. Hereford Show and Sale at Hendersonville, August 16th and 17th
Breeding Privilege offered with 3 open Heifers on BB PAWNEE DOMINO 9
VISITORS ALWAYS WELCOME!
ROADSIDE FARM
H. L. EDMUNDSON
Owner
Phone OX 3-6775 HORSE SHOE, N. C.

10th ANNUAL PUREBRED HEREFORD AUCTION SALE

Sponsored By Western N. C. Hereford Association

SALE CONSIGNORS:
W. A. Pryor, Gerton, N. C.
Crail Farm, Hendersonville, N. C.
M. S. Patton, Hendersonville, N. C.
Drexel Brown, Hendersonville, N. C.
H. L. Edmundson, Horse Shoe, N. C.
J. E. Holbert, Horse Shoe, N. C.
Dr. N. F. Lancaster, Horse Shoe, N. C.
M. O. Galloway, Arden, N. C.
H. K. Snively, Arden, N. C.
Dr. J. L. Reeves, Canton, N. C.
Dr. A. P. Cline, Canton, N. C.
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Dr. Frank Killian, Franklin, N. C.
Wesley Brewer, Newland, N. C.
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SATURDAY — AUGUST 17, 1957 — STARTS 1 P. M.
AT WNC FAIRGROUNDS, HENDERSONVILLE, N. C.
15 BULLS — 42 FEMALES
READY FOR SERVICE OPEN AND BRED
BOTH HORNED AND POLLED

BE SURE TO ATTEND THE W N C HEREFORD SHOW ONE DAY EARLIER — AUGUST 16TH — AT THE SAME PLACE AT 12 NOON. E. E. MOORE, DOUBLE E RANCH, SENATOBIA, MISS. WILL BE THE JUDGE.

ONE OF THE FINEST OFFERINGS EVER PRESENTED AT HENDERSONVILLE
FOR FULL INFORMATION & CATALOGS CONTACT MRS. E. D. CHANDLER, SECRETARY, W. N. C. HEREFORD ASSN.
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KHF DOMINO LAD 13

Never a Horned Calf in 5 Years Service.

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Our $6600.00 Junior Sire. One of the Top Young Bulls of the Breed.

YOU CAN BUY THE SERVICE OF THESE GREAT BULLS AT HENDERSONVILLE, AUGUST 17TH

SELLING 9 TOP-QUALITY HEIFERS AND 3 EXCELLENT HERD BULL PROSPECTS

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Graceland Farms - Arden, N. C.

CMR MISCHIEF DOMINO 59TH
OWNED JOINTLY BY GRACELAND FARMS AND DR. C. A. PLESS, HIGH MEADOW FARM
CONSIGNING TO THE 10TH W.N.C. HEREFORD SALE:
AUGUST 17TH HENDERSONVILLE, N. C.
2 DAUGHTERS, ONE BRED TO THE ABOVE BULL AND THE OTHER SELLS OPEN
ALSO A BULL SIRED BY KHF DOMINO LAD 10TH
WE CONSIDER HIM A TOP HERD BULL PROSPECT
M. O. GALLOWAY, Owner

THE OUTLOOK FOR POLLED HEREFORDS

By B. L. "Bo" Swilley
Polled Hereford World Magazine Field Representative

Whenever a person starts into a business venture, whether it be in construction, restaurant, or mercantile, one of the first angles he explores or gives much thought and consideration to is the outlook or the potential success to that business once it is in operation. He investigates to find out if there is a demand for his product and if that demand will be adequate to entitle him to satisfactory returns.

Breeding purebred cattle is a business and in many respects, is no different from any other. Before one goes into it, he should give as much thought and study as possible to the various beef breeds before selecting the breed of his choice. But if he is interested in securing a profit from his investment, and he certainly should be, then he should study the records to see which beef breed is making the most progress and is rapidly becoming America's First Choice today.

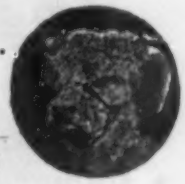
No other beef breed has equalled POLLED HEREFORDS in their achievements. In 55 years POLLED HEREFORDS have made greater progress than any other beef cattle during the comparatively short period of time that they have been in existence. On the basis of their progress in the past and their growing popularity at the present, it is logical to assume that their future holds more in store than any other beef cattle.

From a total of only 11 head of their beginning in 1902 to approximately one million head on the official record books today, briefly tells a success story un-

(Continued on page 18)

Bo Swilley is well known to Hereford breeders throughout Western North Carolina as one of the foremost authorities on polled Hereford cattle. Here he cries out a sale bid in his usual attention-getting manner.

Congratulations . . . .
WESTERN NORTH CAROLINA HEREFORD BREEDERS



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WNC WOODS & WATERS

by MALCOLM EDWARDS

Dogs and Wildlife

The Asheville papers are frequent recipients of letters from well-meaning, but unrealistic persons complaining of the extermination of hordes of unwanted dogs. Judging from observations and comments, the Buncombe County Dog Control unit bends over backwards in their efforts to be humane. A few other counties in Western North Carolina have dog control units and they are desperately needed in the remaining counties. The units were instigated for the purpose of rabies control. They serve another very important function in their value to wildlife. It is estimated by competent authorities that dogs kill as many deer each year in Western North Carolina as are taken on the managed hunts. Deer have a natural fear of dogs and one medium sized dog can kill a deer. Even small dogs cause damage. I have autopsied several deer that died of pneumonia which I feel sure was caused by becoming overheated while running from a dog and plunging into the icy streams on cold days.

In addition to the deer losses, the amount of small game, quail nests, etc. destroyed must be sizeable. The dog population increases with the human population and all counties must eventually have dog control of some kind. In an average county in our section, 1,000 to 1,500 animals are disposed of each year.

Unfortunately, this is not the complete answer where wildlife is concerned. A great part of the damage is caused by dogs which have owners but which range free throughout the year.

As a biologist, I have frequently been asked why North Carolina does not have the deer herds which Pennsylvania has. The terrain is similar; why not the deer herd? The main reason is the pack of hounds to be found at the cabin at the head of each hollow. They aren't fed regularly and run free. They also do tremendous damage to wildlife and will not allow deer to spread into the community.

North Carolina can never realize its deer potential until strict statewide dog control is in effect.

A New Quail

In the spring of 1955, the state of Missouri bought 70 pairs of Coturnix quail from an importer

(Continued on next page)

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in California.* The Coturnix is an old world quail of Europe, Asia, Africa and Australia. The one presently being propogated in Missouri is the Japanese Coturnix, called "King Quail" in that country. They are smaller than the 6 oz. to 7 oz. bobwhite. The adult Coturnix weighs approximately 4 oz. They resemble a small meadow lark in shape and actions. They are speckled and inclined to run low on the ground. Their flight is lower than the bobwhite. They rise to about 10 feet and level off with wings flailing, sometimes flying over 400 yards.

During the summer of 1955, the Missouri Conservation Commission raised 4 generations of these birds on a leased game farm. The following spring (1956) 1350 pairs were available, being produced in one summer by the original 70 pairs.

These birds are extremely prolific, maturing in 36 to 56 days. Fertile eggs were obtained from young Coturnix before they were in mature plumage. This could produce great numbers in the wild, with the possibility of young-of-the-year nesting in the late summer. Some conclusions drawn by the Missouri Conservation Commision are:

1. Coturnix can be mass produced in a hatchery.
2. The birds can nest and produce young here.
3. By maturing rapidly and laying early, the production potential is high.
4. The flight is surprising and long; the birds will provide a sporting target.
5. The birds lay a strong scent and hold well for dogs.
6. Hunting Coturnix is similar to single shooting of bobwhite, as the birds do not covey but work as singles or pairs.
7. Although smaller than the bobwhite, the meat is good but somewhat darker.

On the other side of the ledger, the Coturnix is famous for his migrations across the continents where he is native. Most stocked in this country have shown that they still possess these migratory tendencies. One was recently reported in **Outdoor Life** that was released in Ohio and shot in Georgia three months later.

Some have been stocked in North Carolina. No trace of the birds were found a week later at a release site in Buncombe County which this writer helped check.

It is rather doubtful that anything but negative results will be derived from these stockings. The Missouri Conservation Commission people had hoped that the migratory tendency might breed out of the many generations raised in captivity. It apparently is as strong as ever.

A District Biologist from Tennessee recently told me of the release of 500 pairs near Gatlinburg and stated that very little trace of them could be found a few weeks later. There is hope that some will raise in the wild and even if they do migrate, they might return to the place where they were hatched.

One reason for hoping that the Coturnix might thrive in the southeast is the very cause of the downfall of the bobwhite. This is the tremendous acreage of former cropland now in pasture. These birds apparently thrive in the grasslands of Asia.

They would be a welcome addition to our strained shooting bird population but very few biologists feel that their chances of becoming established are good.

*Much of this information was taken from Missouri Conservation Commission In-Service Bulletin No. 19, by Director I. T. Bode.

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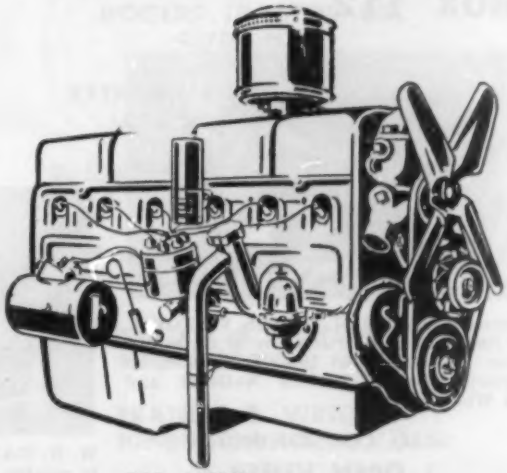

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FARM

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Owners

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ARDEN, N. C.

RIVER LANE FARM

CANTON, N. C., RFD 3 DR. A. P. CLINE, Owner

REGISTERED POLLED HEREFORDS

FARM PHONE MI 8-3346

RCM CHOICE DOMINO 46TH
WE ARE CONSIGNING TO THE 10TH W.N.C. HEREFORD SALE
3 HEIFERS SIRED BY
RCM CHOICE DOMINO 46TH
1 BULL SIRED BY
RLF PLATO DOMINO 1ST

BE SURE TO VISIT US BEFORE SALE DATE
AND SEE OUR CONSIGNMENT
VISITORS WELCOME

Senior Herd Sire:
RLF PLATO DOMINO 1ST
Junior Herd Sire:
RCM CHOICE DOMINO 46TH

paralleled. This of course does not take into account the additional many thousands of head of naturally hornless grade Whiteface cattle that have been produced and marketed since that time.

Since their beginning, POLLED HEREFORDS have spread from small areas within the states of Iowa and Illinois into areas of all parts of the world wherever beef cattle are raised. Futhermore, the individuality of these cattle has been improved up to a standard where many of them are equal to the best of animals of the long-established beef breeds.

When one stops to consider the fact that approximately 80% of all slaughtered beef animals in this country have white faces, it is easy to understand why Herefords are

(Continued on next page)

McGimsey
HEREFORD FARM

REGISTERED POLLED
AND HORNED
HEREFORDS

David W. McGimsey
Route 5
MORGANTON, N. C.

WALNUT KNOLL FARMS

BOX 112 CANTON, N. C.

Reference Sire: W. K. GATES VICTOR 1, our Junior Herd Sire and Son of Gatesford Victor Domino 26, Reserve Champion American Royal, Eastern National and Fort Worth.

ALSO CONSIGNING:
1 OPEN HEIFER
2 BRED HEIFERS

SEE OUR CONSIGNMENT TO THE
10TH ANNUAL W.N.C. HEREFORD SALE,
AUGUST 17TH, HENDERSONVILLE, N. C.

HE SELLS

W. K. GATES VICTOR 2, selling as Lot 51 in catalog. Son of Gatesford Victor Domino 26, Reserve Champion American Royal, Eastern National and Fort Worth.

HE SELLS

W. K. ROLLO MISCHIEF 46, selling as Lot 52. A Grandson of CMR ROLLO DOMINO 12TH.

DR. J. L. REEVES and VIRGINIA R. HAMPTON

OWNERS

HEREFORD FIELD DAY PLANNED

The Annual Field Day for the North Carolina Hereford Breeders Association will be held at Salley Mac Farm, Monroe, North Carolina, August 24th, 1957. N. K. Dickerson, Jr., owner and Fred Turner, manager, join with the officers and directors in extending a most cordial invitation to all Hereford Breeders and their families and friends to attend.

Cattlemen will find that a very interesting and profitable program has been planned for them.

Morning plans will feature a tour of the farm and the top Hereford Herd at Sally Mac. As a special attraction for the ladies, a tour has been planned of the greenhouses where the most beautiful flowers in the world are grown. Following the tours a judging and weight guessing contest will be held for both adult and 4-H and FFA students. The 4-H and FFA winner will be presented a top quality Hereford steer which can be fitted for entry in Fat Stock Shows next spring. Prizes will be awarded adult winners.

Lunch time 12:30, the group will be treated to a beef barbecue dinner by our host for the day, N. K. Dickerson, Jr.

The afternoon program will be presented by A. V. Allen, Animal Husbandry Extension Specialist, N. C. State College; Jim Lawrence, Manager Greene Pastures, Elizabethtown, N. C.; Paul Aycock,

(Continued on page 53)

the "Beef Breed Supreme" and that POLLED HEREFORDS are an important part of these great cattle.

There was a time when cattlemen preferred cattle with horns because of their protective value, but now conditions are different since there is no longer any need for them. Cattlemen have come to the point of realization that horns have no function and that cattle are better off wihout them, a situation into which the POLLED HEREFORD fits perfectly. It is this trend that creates a demand for quality breeding animals without horns.

POLLED HEREFORD breeders of today have only one limitation as far as enjoying an ever-increasing market. The future of POLLED HEREFORD breeders is gauged by the quality of the cattle they produce, and this is limited only by the extent of the breeder's ability to breed and raise consistently the calibre of good

(Continued on page 53)

Joining Rivers Farm
MILLS RIVER, N. C.

REGISTERED
POLLED
HEREFORDS

Consigning to the 10th W.N.C. Hereford Sale on August 17th

2 OPEN HEIFERS
2 BRED HEIFERS

BOTH BRED TO THE 1956 CHAMPION SHOW BULL, OUR JR. HERD SIRE

N. F. LANCASTER

CHAMPIONS COME ONLY FROM GOOD BREEDING

REGISTERED HEREFORDS

SWEETWATER FARM

HORSE SHOE, N. C.

CONSIGNING:
5 HEIFERS — 1 BULL
TO THE 10TH W. N. C. HEREFORD SALE, HENDERSONVILLE

HERD SIRES:
G. F. Princeps Mixer 2nd
Noes Baca Duke Jr.

J. E. HOLBERT
PHONE OX 3-3802

CAROLAND ACRES

Consigning to the WNC August 17th Hereford Sale:

1 BRED HEIFER — 1 BULL

By

CA. CMR. Advance Domino
(Son of CMR. Anxiety Dom. 33)

H. K. SNIVELY
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One of the reasons for moving this program from California to Georgia in 1954 was to set up a permanent organization where the program would be carried on uninterrupted and unadulterated regardless of what happened to any one individual. This breeding team is presently organized to give you assurance of continuity so you can rely on it.

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Consisting of the most advanced type buildings and equipment, our completely modern plant at Duluth provides superb facilities for scientific breeding work to serve the broiler industry's progressive requirements.

We specialize 100% on male line breeding, preferring to cooperate with the leading female line breeders in joint programs. We prefer to use our total facilities for specialized male line breeding work. We encourage our customers to visit our farm at least once every year.

5 Better Service

The staff of Chas. Vantress Farms has an attitude of service to the industry. Distribution plants are set up regionally to give better, safer, delivery service. Our Sales Department is just as interested in service as sales. Our advertising is set up primarily as an aid to our customers.

6 Dedicated Spirit

As we grow our resources are used for your benefit as well as ours. When you buy a male from Chas. Vantress Farms you buy a stake in the future, in a better product next year and the next. You buy a stake in a program which will strengthen the meat chicken industry through improved breeding. Chas. Vantress Farms has a dedicated spirit to industry advancement. That's why you are helping us grow.

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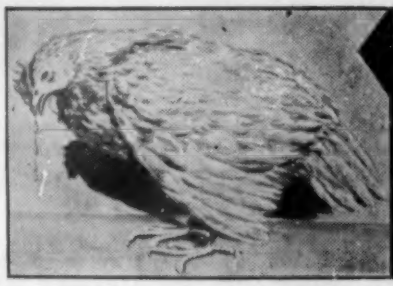

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DISEASE CAN SPREAD LIKE WILDFIRE—Yes, germ and virus diseases can travel from one hen to another through the *air;* the *feeder*; on the ground; in your *fountains!* The result? Big heart-breaking losses that put you deep in the red! The minute you see *any* chicken with symptoms of these diseases, call on science's great discovery—MYZON POULTRY BUILDER with new green speed-up factor added! *At Good Dealers Everywhere!*

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BLUE CROSS BULLETINS

By Phil Burch
HOSPITAL CARE REPRESENTATIVE

BLUE CROSS PAYMENTS GO OVER BILLION MARK

Blue Cross members in 1956 received more than one billion dollars' worth of hospital care—the largest amount yet paid in a single year in the history of hospital prepayment, according to a report from the National Blue Cross Commission in Chicago.

The Blue Cross Report to the Nation indicates that 93 cents of each subscriber's dollar was returned in the form of hospital service benefits. Some 9 million Blue Cross members, admitted to hospitals last year, received more than 53 million patient days of care through Blue Cross.

The year 1956 brought another "first" for Blue Cross. Annual operating expenses were the lowest since the program began more than a quarter of a century ago. Only six cents of each income dollar was used to operate the 86 Blue Cross Plans in the United States, Alaska, Puerto Rico and Canada.

Along with greater benefits, Blue Cross made extensive progress in spreading hospital prepayment to more people, closing the year 1956 with nearly 54 million members This means that almost one-third of the population is now protected by Blue Cross from financial disability during hospitalized illness.

Says Robert T. Evans, Chicago, Chairman of the Blue Cross Commission. "The function of Blue Cross as a mechanism of hospitals and of the community is to solve this specific problem: filling the gap between hospital patient care progress and the cost to the community of utilizing these advances.

"The problem of filling the gap between hospital progress and increased hospital cost is not a new one. The same problem was the birthright of Blue Cross as a socio-economic institution. It is natural to expect hospital services to improve and costs to rise; no one would suggest that we stem the march of progress.

"While we look on the past year with pride, we are aware that we need vision and courage for the future. The tasks which lie ahead are challenging, but so are our opportunities. We are ready to meet them."

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Midland Bermuda Grass Important In The Forage Program For Mountain Farms

By E. Y. Floyd, Director
Plant Food Institute of North Carolina and Virginia, Inc.

Need for Additional Grass

In the mountain area of Western North Carolina and other states where high altitudes exist, there is need in the forage program for a small acreage of grass that is drought resistant and cold resistant, which will grow vigorously during July and August, and up until frost, that can be used for pasture, hay or silage. It is important to have a perennial grass, so that the steep slopes will not have to be seeded annually.

In some sections Bluegrass is doing an excellent job. It has been determined that if Bluegrass was not overgrazed during the hot summer period, it would give much more grazing during the other months, when the grazing period of Bluegrass is important.

It certainly looks from observations and demonstrations that Midland Bermuda Grass for the mountain area has sufficient possibilities to give it a thorough trial.

Origin and Description

Midland Bermuda, like Coastal, was developed in Georgia. It was developed by Dr. Glenn W. Burton, Tifton, Georgia, and has been tested at Stillwater, Oklahoma, since 1949. It is a hybrid between Coastal and a hardy variety of Bermuda from Indiana.

Midland can be recommended as having more cold resistance than Coastal Bermuda. It will go through the winter in most of the mountain area as far west as Indiana.

It is four times as productive as un-selected Common Bermuda Grass on fertile soils. However, where fertility is low, it is no more productive than Common Bermuda.

Midland is palatable, has good disease resistance, and does not produce as many seed heads as most types of Common Bermuda Grass.

Midland is a better companion crop of legumes than the Common type because it has fewer root stocks; however, this also makes it slower to increase.

Midland is propagated by rootstocks or runners only. There are very few seed that are viable. The rootstocks are not in a bountiful supply at this time, but there is sufficient for farmers to get started with nursery plots to grow their own root stocks. One acre of nursery can easily produce enough planting material for 30 or 40 acres of pasture. If large areas are to be planted, several nursery plots should be established. In digging the rootstocks for transplanting, it is most important to have them not too great a distance from where they are to be planted, since they dry out very easily and it is difficult to get them to live. It is important to plant fresh rootstocks when the soil has good moisture, unless irrigation is available.

E. Y. Floyd

Even though it is a little more difficult to get a stand of Midland than some of the crops that bear seed, once it is established, that is all that is necessary as far as planting goes. It is necessary to fertilize, graze or mow for hay or silage.

Plots Where Rootstocks Are Available

Nursery plots or demonstrations are located at the following points in Transylvania County, North Carolina: C. W. Davis Farm, Route 1, Brevard; R. J. Lyday Farm, Agricultural Teacher, Brevard; and a plot under the supervision of B. E. Keisler, Agricultural Teacher, near Rosman. All three of these plots are on different soil types.

There is also a Midland demonstration in Mecklenburg County, North Carolina, under the supervision of A. L. Meacham, Agricultural Teacher, Huntersville. Midland is also grown on the Pine-

(Continued on next page)

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MAY BELL KY. BLUE GRASS
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MAY BELL TIMOTHY
MAY BELL RED TOP
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MAY BELL ALFALFA
MAY BELL ALSIKE
MAY BELL SWEET CLOVER

SOY BEANS — COW PEAS

ASK YOUR DEALER

tuck Farm near Rock Hill, South Carolina, owned by Vernon Grant. It is also grown at the Experiment Stations at Blairsville, Georgia; Blacksburg, Virginia; and Laurel Springs, North Carolina.

Seedbed Preparation

The seedbed should be well prepared before hand, and the soil worked to a depth of several inches. Rootstocks may be dropped by hand in a shallow furrow and covered or put in with a hoe or shovel on small acreages. A tobacco or sweet potato transplanter is an excellent machine for establishing improved varieties of Bermuda grass.

Experimental Plot of Midland Bermuda Grass on C. W. Davis Farm, Route 1, Brevard, N. C.

Fertilization

Soil fertility should be high, especially with respect to nitrogen. Midland is not a "poor-land" variety, but most soils can be brought to satisfactory fertility levels for its growth by application of proper fertilizers. Midland spaced on 4-foot centers in May or June should cover the soil almost completely by fall in an average growing season.

Drought Resistance and Protein Content

Midland has more drought resistance than Bluegrass, Orchardgrass, Fescue or any of the grasses and is even more drought resistant than alfalfa. It is much easier to retain a stand of Midland Bermuda, over a long period of time, than alfalfa. The protein content also runs very high in Bermuda Grass that has been amply fertilized. It has a carrying capacity per acre far in excess of many of the perennial grasses for the period when other grasses are in a dormant stage.

Listed below is a table showing the Crude Protein Content of Midland, Coastal, and Oklahoma Common at Three Dates, as observed by the Oklahoma Agricultural Experiment Station, Stillwater, Oklahoma, 1950-51:

(Percent)

Date	Midland	Coastal	Oklahoma Common
May 31, 1950	14.50	15.94	16.25
July 18, 1950	11.75	11.31	12.38
January 26, 1951	7.38	6.94	7.31

Forage Yields

Also listed is the Comparative Forage Yields of Midland, Coastal, and Common Bermuda Grass at Stillwater, Oklahoma, and Tifton, Georgia:

(Pounds of dry matter per acre)

	Stillwater, Oklahoma				Tifton, Georgia			
Variety	1949	1950	1951	Avg.	1944	1945	1946	Avg.
Midland	3,494	10,008	7,969	7,157	8,820	3,400	2,907	5,042
Coastal	3,151	10,762	3,273	5,729	11,480	4,400	4,293	6,724
Oklahoma Common	166	2,651	2,925	1,914	— —	— —	— —	— —
Georgia Common	— —	— —	— —	— —	5,040	1,200	2,343	2,861

Companion Legumes

Midland pastures, after they are established, can be top seeded with clovers adapted to the patricular area. The clover will build up the nitrogen content of the soil and give a longer grazing period, as clover grows best when there is not maximum growth from Midland Bermuda.

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GROW AROMATIC TOBACCO FOR MORE CASH INCOME

By R. A. Few, Aromatic Tobacco Supervisor for Cherokee, Clay, Swain and Macon Counties

Western North Carolina farmers who are not planting aromatic tobacco now are missing a golden opportunity for more cash income on their farms.

Now that burley acreage and cotton acreage has been cut down because of the surplus, the Western N. C. farmer has a chance to use the land he would have planted his cotton or burley on to even better advantage — aromatic tobacco.

There is not now, or probably never will be, any restriction put on the amount of aromatic tobacco a farmer can produce. At present the U. S. is raising barely 1% of its need of this crop. Consequently the highest cash prices are being paid for all that is produced.

80 Million Pounds Needed

The cigarette manufacturers at present have need of over 80 million pounds of aromatic tobacco per year. They are now importing over 99% of their needs from Bulgaria, Russia, Greece, and Turkey to blend with their cigarettes to give the cigarette its flavor.

Experiments have shown that a great deal of the land is ideally suited to the production of this crop.

A man with two or three children of school age could handle an acre of this tobacco with ease. Off of this acre he should expect an average yield of about 1100 pounds, which sells for an average of almost $1.00 per pound, if properly cared for.

The Farmers Federation is working in conjunction with County

(Continued on next page)

Southeastern Aromatic Tobacco Co.

ANDERSON . . . SOUTH CAROLINA

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Agents and N. C. State College extension workers to promote this crop because they see the bright future it has in this section, and the opportunity for farmers to raise the income on their farms by producing it.

Many Plants Per Acre Needed

The first requisite for aromatic tobacco is a plant bed, such as you need for burley or other tobacco. Because the quality of the leaf depends largely on its size it takes a great many plants to set an acre. The reason for this being, that if the plants are not set close enough together the leaves will grow too large and not have very high quality.

Very little complete fertilizer is used on the tobacco. Most of the fertilizer used is sulfate of potash and 20% superphosphate.

From three to five weeks after the tobacco has been transplanted it is ready to gather. It is imperative that the gathering or priming be done as the leaves mature. If they are allowed to over mature they lose weight and quality. The priming takes about six weeks and after the tobacco is cured it is ready to sell.

Forced Air Oil Heater Cure

The curing is done by means of forced air oil heaters. Although many other means have been tried and experimented with this method has proven to be the only satisfactory one.

When you have your tobacco cured and baled up you don't have to haul it a long way to market. The Southeastern Aromatic Tobacco Company of Anderson, S. C., the company that supplies the seed and materials for baling comes to your town and buys tobacco from the farmers.

If you are interested in the crop, contact your Farmers Federation store manager or your county agent.

They will go into detail with you and help you get set. Farmers in and around Rutherford County see Mr. F. E. Patton and get on the band wagon. Don't miss out on a sure bet. This is opportunity knocking.

There are 3 kinds of twins—identical, unlike, and Siamese.

United States has two dry states: Oklahoma and Mississippi.

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We are pleased to serve you on your visits to Murphy and Cherokee County
NEW REGAL HOTEL
MURPHY, NORTH CAROLINA

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Your Problems Are Our Problems
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CITIZENS BANK & TRUST COMPANY
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NORTH CAROLINA

WHAT SHALL MY MEMORY GARDEN GROW?

What shall my memory garden grow?
Shall it be pretty roses with real glow,
To gladden the hearts of each one that I meet
As they walk down the paths of my garden neat.
Kind soft words turning into roses to grow
Smiles that are kind into colors that glow.
A garden of flowers so brilliantly bright
That my heart shall be glad as I recall it at night.

Has my tongue spoken kind to all all that are near,
That others come around me without any fear?
Knowing that kind soft words are spoken to all,
To turn into roses growing strong and tall.
Are my actions being kind, loving, and sweet
To help grow my memory garden flowers so neat.
With sweet aroma and colors glowing bright,
That my heart shall be glad to recall them at night.

Or has my tongue been unkind, bitter, and mean
That my words shall become thorns with odors unclean.
A garden of weeds unsightly, misshapened, unsweet
That others turn aside when we chance to meet.
Knowing full well my tongue shall be unkind,
Speaking no kindness, only faults do I find.
Words growing thorns without colors glowing bright,
That I shall be ashamed as I recall them at night.

I'd rather fill my garden with flowers untold,
With sweet golden memories my thought will unfold.
Of kindness and sweetness wherever I should go,
Knowing everyone loves me as older I grow.
A precious garden of memories a treasure to hold,
That to me will be priceless as I shall grow old.
One need not be ashamed of its golden memories bright,
Which will gladden my heart as I recall it at night.

By Thelma M. Taylor
(Mrs. Ralph E. Taylor
Route 6, Box 563,
Asheville, N. C.)

Complete Blue Cross hospital protection from the Hospital Care Association costs only a few cents a day for hte whole family.

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Here's a tool for both the large and small operator.
The large grower uses it for filling in skips or where plants have failed to take hold.
A small grower will make his entire planting with the Lynchburg Automatic Transplanter.

This transplanter will handle tomato, cabbage, sweet potato, pepper, egg plant, cauliflower, strawberry, tobacco plants and all other slip plants.

The Lynchburg Transplanter is ruggedly constructed and is guaranteed for one year against faulty workmanship or defective materials.

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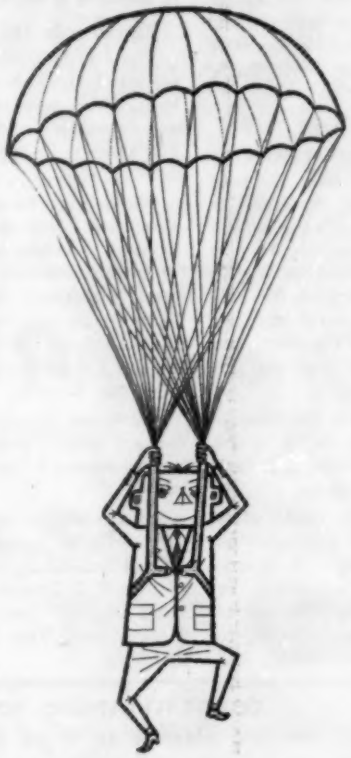

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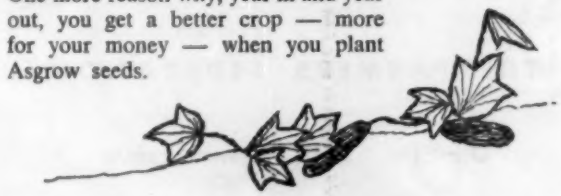

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PULPWOOD PRODUCTION BOOSTING N. C. FARM INCOME

Pulpwood production and harvesting are adding to the farm income of 91 out of the Tar Heel State's 100 counties, according to Carr Gibson, chairman of the North Carolina Forest Industries Committee.

Gibson, whose committee is state sponsor of the Tree Farm program of growing continuous crops of trees for commercial purposes, said pulpwood marketing is part of a giant wood-using industry which, while providing new farm income, furnishes regular jobs with an anual payroll of $243 million in North Caroilna.

"This state is the birthplace of the pulping process that gave rise to the booming pulp and paper industry of the South," said Gibson. "In all, there are now 67 pulp, paper and paper products establishments in North Carolina that depend on wood for their basic raw material."

The chairman pointed out that most of the pulpwood produced in North Carolina is softwood. On the basis of 1955 figures, he said, 1,273,399 cords of the year's total of 1,573,972 cords were softwood.

Some of North Carolina's leading pulpwood-producing counties, according to the industry spokesman, are Buncombe with 77,103 cords; Columbus, 76,353; Brunswick, 54,-272; Bladen, 47,760; and Franklin, 47,515.

During the twelve months ended December 31, 1955, hospital bills totalling more than 895 million dollars were paid by Blue Cross for more than eight million people!

Subscribers who change residence usually may transfer to another Blue Cross Plan. Subscribers hospitalized in the area of a Plan other than their own may usually obtain the service benefits provided under the Inter-Plan Service Benefit Bank.

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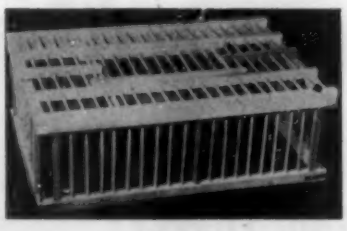

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"TWEETSIE" RIDES THE RAILS AGAIN

"Tweetsie," the famous little narrow-gauge train that once was about the only connecting link between a section of North Carolina and the outside world in the days when it ran between Johnson City and Boone is now running again, this time as a tourist attraction, mainly due to efforts of Grover Robbins at Blowing Rock. "Tweetsie" is on U. S. 221-321 between Blowing Rock and Boone. Hugh Morton Photo.

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77,543 HOLSTEIN COWS NOW ON TEST

Participation in the Herd Improvement Registry testing program of The Holstein-Friesian Association of America is currently at an all-time high level.

Dr. George R. Barrett of the national Holstein organization has announced that an unprecedented 77,543 cows are now on HIR test.

This total is made up of every animal of milking age in 2,165 registered Holstein herds representing all 48 states.

Indicative both of the growing popularity of the program and of the steady upswing in the size of the average dairy herd, the new high in HIR-tested cow numbers is the seventh such record in as many months.

The new high in HIR-tested herds—2,165—shatters a previous high of 2,139 established more than two years ago.

Herd Improvement Registry, an official breed improvement program of The Holstein-Friesian Association of America, provides accurate and official lactation and lifetime production records on every cow in participating herds.

The program, commonly called HIR, has been in continuous operation since 1929 as a means of measuring registered Holstein production.

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Non-irritating D-S replaces washing compounds, acid cleaners, chlorine and caustic lye. One compound instead of four means you save money, space and labor in the milk room. Get D-S from your milk hauler or dealer today!
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Proved and acclaimed in many leading fruit districts, ORTHOCIDE is a top quality formulation of the new fungicidal chemical, captan, manufactured with exceptionally fine particle size and superior sticking, wetting and spreading qualities. As part of a complete ORTHO spray program, it aids fruit growers in increasing yields and improving quality—for consistently greater net profit.

Costs 25% Less than Sulfur Program—In '54, using ORTHOCIDE program, Mr. and Mrs. Fred E. Bergman, New Carlisle, Ohio, had 1400 saleable bu. of McIntosh, even though scab was prevalent in area—as against 100 bu. from '53's sulfur-sprayed trees. Mr. Bergman says the full ORTHOCIDE program notwithstanding higher unit price per pound, cost 25% less per bu. than his '53 sulfur program. In addition, he realized higher profits due to increase in size of fruit, number of saleable apples, and increase in amount of Fancy grade fruit.

Cherry Size and Foliage Improved—In 1953, Claude Raymor of Ontario, N. Y., used ORTHOCIDE on one cherry orchard where virus yellow had affected 50% of foliage. With ORTHOCIDE, he cut infection to less than 10%. He credits ORTHOCIDE because in another orchard, where virus yellow was not as big a problem, sulfur and another fungicide were used—and disease was much worse than on ORTHOCIDE-treated trees. In '54, Mr. Raymor used ORTHOCIDE on all cherries—says foliage health and cherry size were considerably improved.

Strawberry Price Up 50%!—New Jersey growers have reported yields and selling price of ORTHOCIDE-treated strawberries increased 50% due to control of Botrytis rot and improved size, firmness and color of fruit.

Peach Profits Up $50 - $60 Per Acre—On his Golden Jubilees, H. R. Currie of Jackson Springs, N. C., credits ORTHOCIDE for a 20% increase in yield over that of previous years with a full sulfur program. On his Elbertas, he estimates a yield increase of 20 to 30 bu. per acre. Mr. Currie says profits jumped $50 to $60 per acre because about 90% of his Elbertas graded U. S. No. 1, 2 inches or better, at a price of $3.75 to $4.50 per bu. over sub-grade peaches at $2 per bu. with sulfur.

For further information on use of this top-quality captan formulation on apples, peaches, cherries, and strawberries, contact your local ORTHO fieldman.

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Dairy Cattle Doings

Shoal Falls Farm, Inc., Horse Shoe, North Carolina, are the owners of two registered Guernseys that have recently completed Herd Improvement Registry production records, according to the American Guernsey Cattle Club.

Shoal Falls Golden Rena, a five year-old, produced 12,207 pounds of milk and 626 pounds of fat in 305 days. She was milked two times daily.

Shoal Falls Gay Pet, a junior two year--old, produced 9,323 pounds of milk and 501 pounds of fat in 305 days. She was milked two times daily.

These official production records were supervised by North Carolina State College.

A registered Guernsey cow, Shoal Falls Gay Darleen, owned by Shoal Falls Farm, Inc., Hendersonville, N. C., has completed an official production record in the Advanced Registry division of the American Guernsey Cattle Club.

This record was for 8,124 pounds of milk and 500 pounds of fat, which is equal to 3950 quarts of high-quality milk.

"Darleen" was a junior two year-old, met calving requirements, and was milked two times daily for 305 days while on test.

This official production record was supervised by North Carolina State College.

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Woman's Page

By MRS. JESSE B. ADAMS

(Editor's Note: Mrs. S. C. Clapp became Mrs. Jesse B. Adams through her recent marriage. Our hearty congratulations to her! Mrs. Adams' first husband, the late Professor S. C. Clapp, was a frequent contributor to this magazine and was well known to Farmers Federation News' readers.)

Etiquette Important In Times Of Sorrow

(This is another in a series of articles by Mrs. Iris Aldridge, a member of the staff of Deep Run School, where she teaches home economics).

The mystery of death and the suddenness with which it strikes, leaves the family of the deceased bewildered, confused and deeply hurt. It is in the hours of deepest sorrow that etiquette performs its greatest service. It is the servitor, Etiquette, who performs the many thoughtful and considerate things for the bereaved family-- who stands between well-meaning and importunate outsiders and the retirement of the family.

Since some of the information required on the death certificate is often rather difficult to obtain, every family should have an "emergency" file that contains the full name and residence of the deceased, length of residence in locality, nationality, occupation, Social Security number, military service record, date and place of birth, name and birthplace of father, maiden name and birthplace of mother, place and date of interment, if married, widowed, or divorced, and name of husband or wife. If this information is easily available to the person selected to make the funeral arrangements, the family will be spared the unhappy job of supplying it at a time when they are the least capable of doing so. After the death certificate is filled out correctly, it is submitted by the funeral di-

(Continued on next page)

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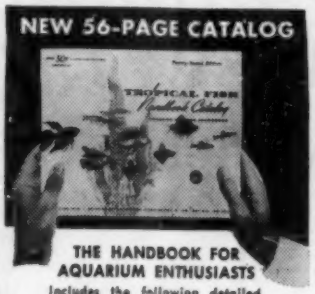

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rector to the proper authorities who issue a burial permit in exchange for it.

Notify Family

If there are no members of the family at the bedside when death occurs, the first act of the person with the deceased is to notify them, and also notify the clergyman and one or two most intimate friends whose capability and sympathy can be counted on. A relative or intimate friend should be asked to make the funeral arrangements. After conferring with the family clergyman concerning where and when the service will be held, the next person to confer with is the funeral director on the procedures to be followed. The funeral director usually sends notices to the newspapers.

Simplicity Is Trend

Attitudes toward funeral have changed considerably for the better and we now readily accept the fact that an elaborate funeral whose cost will leave the family in serious debt does shallow honor to the deceased. The trend now, is toward simple funerals, even among people who can afford elaborate ones. Actually, no one but the funeral director knows or cares about the fine details and their cost. Three points to guide you in determining how much to spend on a funeral are: The standard of living to which the family is accustomed, the available funds, and the effect on future income. However, how much or how little is spent for a funeral is a question that the family alone can determine.

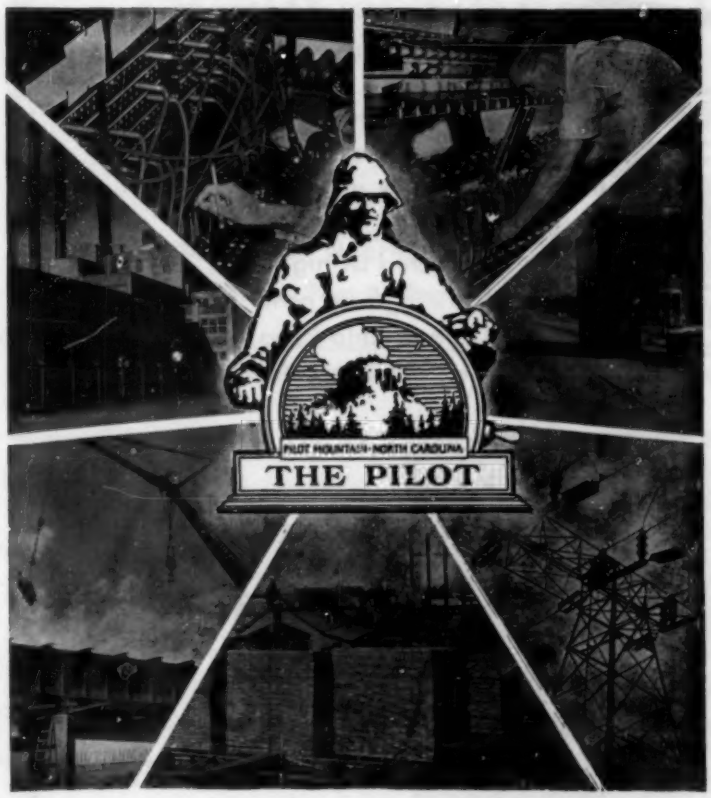
Duties of Friends

Between the time of death and the funeral service, there are many ways a friend can help the bereaved family. He or she can aid in the notifying of friends and relatives and receive those who call to pay their respects, take the responsibility of answering telephone calls and receiving messages and flowers at the private home, help in any erarnds or shopping that must be done, help in the care of young children and sometimes help in the preparation of meals. An intimate friend can be a great comfort to the family in helping the funeral director to restore the house to its normal condition and by easing the strain of the home coming. For example, unless the day is hot, a fire in the living room will create a cheerful atmosphere. Hot tea, coffee or broth given the bereaved family will stimulate impaired circulation. Understanding that persons under the shock of genuine affection are upset physically (they may chill easily), and mentally (they can't make decisions readily), if you are selected to come in closest contact, you should banish all thought of self. Otherwise you will be of no service—and service is the only gift of value that can be offered.

Sending Flowers

Flowers should never be addressed to the deceased. If the funeral is to be in the home, they should be sent to the nearest relative, but if in a funeral home, they should be sent there, addressed to "The funeral of Mrs. Joe Doe." Flowers should be accompanied by a plain white card with the complete name of the sender, "Mr. and Mrs. Frederick Jones," except in the case of an intimate friend in which case a visiting card with "Deepest sympathy from Jane and John" on it may be used. If the death notice reads "Please omit flowers," do just that. If the family requests that flowers be sent to

(Continued on next page)



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Garden Notes

By Mrs. C. C. Proffitt - Asheville Garden Club

Since we have settled down to summer weather by this time, our gardening activities are reduced to a minimum—largely maintenance operations. It is a month of short chores, with no major jobs in view, so we can take things more leisurely and enjoy the lazy, dreamy days.

In most sections of the country, gardens are at their lowest ebb this month with few flowers to enjoy. But that is not true here in our mountain area, when annuals are at their peak of bloom and some perennials, like Roses, start their second big display of bloom, while Dahlias are reigning as queen of flowers for the month. The Men's Garden Club has taken advantage of this flower month by putting on their annual flower show, which, this year, is on the 19th and 20th of August in the City Auditorium. All gardeners should join with them in bringing their best specimens to exhibit after carefully studying their schedule, to know the exact number and classes called for. Attending the flower show is a most important reminder for the month.

In order to keep our flowers blooming abundantly until frost, it is necessary to keep all dead flower heads and stalks cut off, so they will not go to seed. Whenever you go in the garden, take your clippers along, and "snip" as you examine your plants.

The following plants will need

(Continued on next page)

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some special attention this month. **Roses**—give last feeding for the season, watering in thoroughly. **Dahlias**—water, feed, mulch, and prune back slightly to encourage heavier blooming in the fall. **Chrysanthemums**—feed weekly (preferably in liquid form) when buds begin to form, and keep up until they show definite color. Be sure they are staked properly. **Peonies**—feed and water them this month as intense root activity commences. Bone meal and wood ashes are recommended to use around them. Order new plants for planting next month.

You may also include oriental poppies and daylillies in your order.

If you plan to raise your own pansy plants, this is the month to plant your seed when the weather becomes a little cooler. For better germination, it is suggested that you keep your seed in refrigerator for a week before planting. The same is true for Delphinium seed, which may be planted at the same time as the pansies. I have also had good luck sowing snapdragons at this time, leaving them in cold frame over winter.

Besides the fall crocus and other fall blooming bulbs mentioned last month, Madonna Lilies should be planted this month.

Although August is not the prime transplanting month for most perennials, there are a few that are more nearly dormant then and can be transplanted with less injury than at any other season. Among these are oriental Poppies, Bleeding Heart, Daconicum, and Mertensia (Virginia Blue Bells).

As the season moves on and we begin to get our fall catalogues, our interest shall be aroused, and we shall soon find ourselves changing from summer dreamers to doers as we plan for another season.

People who appreciate the value of money seldom have much money, it seems.

It takes lots of will power to quit drinking 5 times in one week.

People learn more as they grow older, but by then it's less important.

One way to make anti-freeze is to hide her wool pajamas.

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N. C. Mountain Research Station Aids W N C Farmers

By Roy R. Beck

Contrasting land conditions make the North Carolina Mountain Research Station, just east of Waynesville, an interesting and extremely useful farm. Here, research workers are gleaning information on better ways and means of farming profitably in Western North Carolina. Yet, these varied conditions of mountainous slopes, rolling hills, and level bottom lands require the use of many different conservation measures to control erosion and keep the land productive.

FIELD STUDIES MADE

This Research Station is owned and operated by the Carolina Department of Agriculture for the use of cooperating research agencies. Here, field studies of agricultural problems encountered in the foothills and mountains of our State are carried out by the N. C. Experiment Station, U.S.D.A. Research Service and T.V.A. Experiments last from thirty days to many years.

Even the roadbanks, a source of silt and runoff during heavy rains, are being vegetated as part of the conservation program. (SCS Photo)

NEED FOR IMPROVEMENT

When the farm was purchased in 1944, it consisted of several typical run-down mountain farms having steep cut-over woodlands, eroded hillsides and the wet bot-

(Continued on next page)

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tomlands along Raccoon Creek, an unruly stream that flows through the middle of the farm.

Getting the farm into a productive state to support a dairy herd was the first order of business. Barns, silos, as well as tobacco curing barns, for research on burley tobacco production, were constructed. All the fences had to be rebuilt and existing pastures renovated by using plenty of lime and fertilizer before reseeding to more productive legumes and grasses.

EROSION CONTROL MEASURES ADDED BY M. R. WHISENHUNT

By October 1950, when M. R. Whisenhunt was appointed Superintendent, the farm was a going concern with tobacco, alfalfa and small grain test-plot work under way and an evergrowing dairy herd to be fed off the land.

Whisenhunt soon began adding obvious erosion control measures. He continued planting white pine seedlings on land too steep for pasture and fenced the trees against grazing. Alfalfa for hay and later for silage was seeded on the lesser slopes over which trac-

(Continued on next page)

A plan on paper comes alive as conservation measures are applied to the land. Contour strip cropping provides a fitting background for the Superintendent's residence. Above the field, Utah, Fincher's and Chamber's Mountains reach toward the sky. (SCS Photo)

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N. C. MTN. RESEARCH STATION

(Continued from page 41)

tor-drawn equipment could be operated efficiently.

LIMITED FUNDS NO BARRIER

As the steep land was planted back to trees, more moderate wooded slopes were cleared for additional pasture and the new experimental orchard. Limited funds have been a constant problem, but by careful planning the conservation work was carried forward step by step. The need for roughage production had forced Station personnel to crop bottom-land fields along Raccoon Creek. This proved almost disastrous, because the crooked silted-in stream jumped its banks and flooded the fields after every hard rain.

Damage to crops was so great that the Research Station called on the Haywood County Soil Conservation District Supervisors for

(Continued on next page)

A new drain tile system being installed by batter board and string method. This is part of conservation work designed and staked out by Soil Conservation Service technicians.

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Soil supervisors D. J. Boyd, Van C. Wells, and Joe S. Davis examine one of the trail plantings on the highway roadbank at the Mountain Research Station.

technical help in controlling this misbehaving stream. Soil Conservation Service technicians assigned to the District not only designed and supervised excavation of a straight, enlarged channel, but helped develop a complete conservation program for the entire Research Farm.

Strange as it may seem, it was on this same Raccoon Creek that Harley Ferguson, when a boy, experimented with jetties and levees, structures he used years later to tame the Mississippi River when he was Brigadier General, U. S. Army Corps of Engineers.

The conservation program at the Mountain Research Station has moved along rapidly these last two years. An elaborate terra cotta tile drainage system has been installed in one twelve-acre bottom-land field where corn and other row crops can now be grown, safe from flooding.

Contour strip cropping, laid out in even width rows that are easily farmed with tractors, protect the largest hillside crop field against the ravages of erosion. On this same field, where rainwater gathers in natural drainage courses, fescue grass sod waterways are

(Continued on page 53)

The chances are one to nine that you will go to the hospital some time this year. If you have a family, the chances are one to three that some member will have to go.

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Robert Few, aromatic tobacco fieldman in the western counties, and author of the article on page 26 is shown at the right above with Edwin Hawkins, Rt. 2, Hayesville, in Mr. Hawkin's field of aromatic tobacco. Over 80,000,000 pounds of aromatic tobacco is needed by cigarette manufacturers a year, and they are compelled to import over 99% of their needs from foreign countries. So here is a great opportunity for western North Carolina farmers to make more money by raising aromatic tobacco.

A feller can have more money than brains, and still be broke.

Some people try to live up to their reputation, others try to live down theirs.

American National Parks contain 76 million acres.

From the way egg prices fluctuate, hens must have a labor problem too.

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LIVESTOCK PRODUCERS SHOULD PREPARE FOR WINTER

In periods of nice fall weather it is sometimes difficult for livestock producers to remember experiences of past winters and prepare for them, states W. Floyd Keepers, Barnyard & Poultry Equipment Council, Chicago. However, he points out, this is just the time to get ready for cold weather ahead.

Self-feeders, waterers and other swine raising equipment that has been used out in the fields through the summer should now be carefully cleaned, repaired if necessary, and moved to winter feedlots and shelters. This good labor-saving equipment can be used throughout the year. The feeders will work just as efficiently in saving winter work as they have in saving summer work. Tanks and waterers may need special attention. Swine cannot gain efficiently when they have limited supplies of icy water, or no water at all when freezing weather comes. Attention should be given to heating devices for automatic waterers and heaters should be provided for tanks. Swine don't need warm water but they do need water warmed enough to be free of ice.

Careful planning in locating equipment in the feeding areas will save steps and work throughout the winter months. The time to do this is now. Next month may be too late to get the job done right.

If you need new equipment or repairs for used equipment, your local dealer can get it for you promptly, Keepers reports. If you have not been using modern equipment, now is the time to start. Reducing labor costs in producing livestock will increase profits.

Production of beer cans and soft drink cans consumed 700,000 tons of steel last year.

Many people are unhappy because they can't afford the things that make others unhappy.

If the thirst for knowledge could be quenched by soft drink beverages, we'd be a nation of many scholars.

Gals who live alone seldom are.

Hati, though small, is one of the world's most densely populated areas.

Colleges should offer a course in domestic silence.

Death may take holidays, but seldom when people do.

Indiana has about 180,000 colonies of domestic bees, which produce about 8 million pounds of honey annually.

Handy Hints

An ordinary beer-can opener makes about the best putty knife you can find. Use the sharp point (left) to scrape away the old putty and any other foreign matter. Then turn the opener over (right) to shape and smooth the new putty. First, roll the putty into a slender roll . . . about the size of a lead pencil. Press it in position . . . and shape it with the back of your opener.

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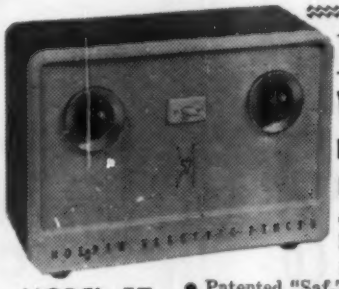

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Engineering Technicians Trained At Gastonia Institute

The expanding road construction program and the rapid growth in construction and steel fabrication industries throughout the State have increased the need for engineering technicians in the civil technology fields.

Since industry in the South cannot develop faster than the supply of engineering technicians, the task of training young men in this field has been turned over to the Gaston Technical Institute in Gastonia.

As a part of the North Carolina State College School of Engineering and College Extension Division, the school has set up a two-year civil technology program.

This course is planned to give students a sufficiently broad background in information and in operation of equipment to prepare them for work in a number of different careers.

The graduate may work in the area of engineering layout of highways and other types of construction such as draftsman and detailer for structural fabricating companies and bridge departments, inspector of materials and methods of construction, estimator for construction contractors, or surveyors of land and property.

The first-year civil technology student studies engineering drawing, algebra, English, physics, general shop, and trigonometry.

In his second year, he covers plane and topographic surveying, highway and agricultural drafting, contracts and specifications, estimates and costs, control of construction materials, highway curves and earthwork, construction methods and equipment, and technical reports.

For additional information, catalogues, and application forms, write the Gaston Technical Institute, Box 1399, Gastonia, N. C.

The new two-year program opens September 23.

The rocking chair is said to have been invented for people who can't sit still, do not need to work, and like to make a noise.

Farming villages in Costa Rica are ordinarily 7 miles apart—a day's travel by oxcart.

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WNC FAIR

(Continued from page 5)

with the two shows.

The WSM Grand Ole Opry will be featured on Wednesday when little Jimmy Dickens, Kitty Wells, Johnny and Jack, the other country music performers come to the grandstand.

Then for the younger set on Friday and Saturday, Warren Smith's Rock 'n Roll Revue will be featured.

Catalogs and premium lists for the fair are available to everyone in Western North Carolina. They may be obtained by contacting the management at P. O. Box 371, Hendersonville.

Thailand, smaller than Texas has about 20 million people.

Planning for the future is fine, but don't forget the present.

Giving advice cannot be classed as charity.

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When Christopher Columbus came to America there were no cows, but on his second voyage in 1495, he brought cattle and other farm animals to the islands of the West Indies.

People's reputations are often injured by their character.

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Roy R. Beck, Haywood County Soil Conservationist and author of the article appearing on page 40, points to one of the trees that will be removed next winter in a pre-commercial thinning of this short leaf pine plantation. (SCS Photo)

People who have tried to lead a calf usually have more patience with humans.

Only two of Michigan's 83 counties have no natural lakes.

Bison is the largest wild game native to U. S.—they often weigh 1800 to 2000 pounds.

There are said to be 11 varieties of snow.

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WOMAN'S PAGE

(Continued from page 35)

hospitals, then you may send them to hospital wards "In memory of ..... from ....." and the family may be so notified. One never sends flowers to an Orthodox Jewish funeral and often they are not desired at a Conservative or a Reformed funeral. If asked to donate to a charity rather than send flowers, send a check to the charity saying it is in memory of the deceased. Then send a card to the family stating that you have done this, do not mention the amount of money sent.

When flowers are received the person in charge should make a notation on the back of each envelope or in a notebook with a description of the flowers.

Condolences

Condolences should be acknowledged by the closest relative. Although an immediate reply is not expected, it should be sent within a reasonable time. It may be a brief handwritten note on plain white stationery — even to close friends. It may be worded thus: "Dear Mr. Gray: You were kind indeed to think of us at such a difficult time. The basket of red roses was beautiful and comforting. Sincerely, Helen Brown."

When writing a letter of condolence, offer sympathy and help without being morbid. It is better to omit the words "Death," "died," "killed" or "passed on."

It is also the responsibility of the nearest relative to see that a suitable honorarium (not less than $10.) is given to the clergyman who officiates and that his transportation is provided for.

Did You Know?

That a pair of kitchen tongs saves many burnt fingers? Get the tong habit for lifting foods such as potatoes, corn and so on out of the pot.

That Glutamate Monsodium is a chemical that helps to bring out flavors of food and helps to tenderize? One of the brand names of this chemical is accent.

That if the inside grooves of windows are oiled and waxed that the windows can be raised up and down easily. Do not paint them.

Have You Tried?
Snappy Barbecue Sauce

3 tablespoons grated onion
3 tablespoons worcestershire sauce
3 tablespoons lemon juice
3 tablespoons water
3 tablespoons salad oil
½ teaspoon Monsodium Glutamate
3 or 4 dashes of tobasco sauce.

Combine ingredients. Brush on chicken, rabbit, pork or lamb. Or the meat may be cooked slightly and then the sauce poured over it and finished cooking.

Cranberry Relish

1 can (1 lb. can) whole cranberry sauce
1 cup drained crushed pineapple
3 tablespoons lemon juice

Mash the cranberry sauce and mix the ingredients. This is excellent served with hot or cold meats and especially chicken. It is different sauce and can be quickly done.

Peach Pudding

Mix together:
1 cup flour
1 cup sugar
2 teaspoons baking powder
pinch of salt

Add 2 tablespoons butter, ½ cup milk. Make into a batter and pour over 1 quart of fruit which has been put into a buttered baking dish.

Bake about one hour at 400°.

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(Continued from page 19)

cattle that the public demands.

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Here is a fine looking group of young herd bull prospects in North Carolina.

HEREFORD FIELD DAY

(Continued from page 19)

American Polled Hereford Association Representative, and Kent Mackey, American Hereford Association Representative.

Presentation of awards and annual business meeting at which time officers for the coming year will be elected will conclude the program.

N.C. MTN. RESEARCH STATION

(Continued from page 43)

being seeded to carry surplus water safely down the slope.

Hardwood and pine trees growing on the very steepest land are getting their share of conservation treatment. Protected from fire and grazing, these woodlands are to be managed for sawlog production.

From steep mountainous slopes to level bottom-land fields wise land use, along with a wide variety of conservation measures, protect the land and help scientists find better farming methods for Western North Carolina.

The funeral of the French author, Victor Hugo, drew the largest crowd of any funeral on record—over 75,000 people.

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Broad River Egg Co-operative Formed In Rutherford County

The Broad River Cooperative, Inc. was formed on April 24, 1957 to obtain a market for Rutherford County eggs which were hard to sell at the time.

The surplus of eggs made it necessary that the organization be formed to get the best possible prices for Rutherford County producers.

The Cooperative now has a charter and the twenty members of the organization have been marketing eggs through it. An egg grading school has been established and members of the cooperative, when qualified, receive an egg-grade certificate.

Membership in the Cooperative costs $5.00 per member.

A great many business firms and banks have supported the formation of the Cooperative, among them the Farmers Federation.

All persons interested in finding out more about the Broad River Cooperative and its requirements for membership are urged to contact Dewey S. Carpenter, RFD, Forest City, who is serving as president of the organization.

Dewey S. Carpenter

FEDERATION'S 37th YEAR

(Continued from page 3-B)

N. J. Tucker, H. A. Osborne and W. K. Pike.

The Association's key department heads, managers, supervisors and field men are: Charles W. Davis, Acting General Manager; J. N. Barnett, Supervisor of Stores; T. P. Greene, Manager Marketing Department; Glenn D. Hunt, Manager, Poultry Division; Joseph Higdon, Office Manager and Treasurer; Marvin P. Lorenz, Locker Plant Supervisor; Robert G. Beard, Advertising and Public Relations.

Wholesale Department Managers are: Claude Smith—Seeds, Feed, Fertilizer and Insecticides; Alden McClure—Hardware. Ernest Walker is salesman for all wholesale departments.

Store Managers are as follows: Fred Cope, Sylva; Dave Mosley,

(Continued on page 54

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More airplanes were used in the filming of the movie "Hell's Angels" in 1930 than our entire air force had at that time.

Wyoming contains land from all four principal annexations which make up the territory of U. S. west of Mississippi.

Rudyard Kipling's parents named him (Rudyard) after a lake in Staffordshire, England, where they fell in love.

We know people who talk about autos, politics, and business—all with a capital "I."

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FEDERATION'S 37th YEAR

(Continued from page 3B)

Tryon; Don Ramsey, Murphy; Millard Teague, Craggy; Grady Walker, Marion; Paul Clark, Canton; Frank Byrd, Brevard; James Sales, Fletcher; Britt Hogan, Old Fort; Eugene Frizzell, Franklin; F. E. Drake, Fairview; John Gardner, Newbridge; Claude Smith, Retail Seed Department; Alden McClure, Retail Hardware Department; Jules Artus, Garden Shop; Marvin Lorenz, Appliance Department, Olen Clontz, Hayesville; Marcus England, Burnsville; Charles Duval, Morganton; Glenn Abrams, Forest City; Clyde Vance, Bryson City; A. A. Wiseman, Jr., Spruce Pine; Roger Ammons, Waynesville; Austin Smith, Hendersonville.

Ray Estes is display manager and contact man between all the stores.

Sam Houston is field man for Brevard, Hendersonville and Fletcher stores.

The managers of the freezer locker plants are: Wendell P. Barr, Asheville; Roy Nicholson, Hendersonville; Horace F. Gregg, Brevard; Alvin Tipton, Marion; Frank D. Logan, Spindale; Bis E. King, Spruce Pine; Joe E. Garrick, Tryon; Benjamin F. Owenby, Waynesville.

Gordon Barnwell is superintendent of the Poultry Dressing Plant.

Poultry Division Managers and Field Men are: Wilbur Stovall, Manager, Hatchery Department; Russell Sluder, Broiler Field Man; Tom Duval, Commercial Egg Field Man; R. N. Holcombe, Jr., Hatchery Flocks and Jack Early, Flock Supervisor. Managers of other departments are: T. W. Corn, Manager, Farmers Federation Garage; Mrs. C. E. Dameron, Executive Secretary; Robert Few, Aromatic Tobacco Field Man; Miss Madeline Hollerith, Manager, Knitting Department; E. J. Patterson, Credit Manager; F. E. Patton, Aromatic Field Man; Max M. Roberts, Carolina Tobacco Warehouse and Educational Director; and Rev. Jack Waldrep, Director, Religious Department.

The Importance of Little Things —the gash that sank the Titanic was only about an inch wide (although it was 100 feet long)—yet, it sank an unsinkable ship.

Last year The Hospital Care Association, the Durham Blue Cross Plan, paid out almost 4½ million dollars to North Carolina hospitals and doctors for care of its members.

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Kano, Nigeria, Africa, has a population of 130,000, is 1,300 years old, but was never seen by white men until 1825.

WHAT HAPPENS TO MANY WNC DEER

Dogs in Western North Carolina do a considerable amount of deer killing as the picture above shows. Even small dogs can do harm to deer because some deer become over-heated running from dogs and after plunging into icy streams on cold days contract pneumonia and die. As the dog population increases with human population it is best that all counties have some sort of dog control. In the WNC Woods & Waters column on page 16 of this issue Malcolm Edwards goes into this subject and points out the great need for laws to protect deer from dogs. (Frank Barrick Photo)

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A HUG AND A KISS FOR MISS NORTH CAROLINA

Probably the happiest and proudest parents in the state are Mr. and Mrs. E. M. Herndon, of Durham, and no wonder, for their lovely 18-year-old daughter, Elaine, is the new Miss North Carolina. Mr. Herndon, who is executive vice-president of the Hospital Care Association (Blue Cross) of Durham, is shown congratulating Elaine with a kiss after she captured the state beauty title last Saturday night in Burlington, while Mrs. Herndon gives her a happy hug. Jet-haired, brown-eyed Elaine, who is a rising junior at Duke University will bear the Tarheel standard in the Miss America pageant at Atlantic City, Sept. 4, and they're betting in Durham that she'll be North Carolina's first national beauty queen.

Did You Know?

That it will save you worry, and confusion if you will train your children into the habit of laying out their clothing the night before. It saves that delay of last minute repairs. Children should be trained to get ready for everything. It will give them a feeling of being organized and not on loose ends.

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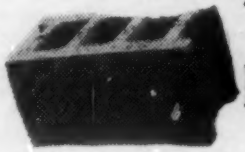

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1957 — Our Twenty-First Year Serving WNC

The Country Church With The Lord's Acre Plan

SOME INTERESTING THINGS ABOUT LORD'S ACRE PROJECTS

Not long after Clyde Collins moved to Clyde, N. C. as the Methodist pastor, Burrel Rogers and wife said, "We want you to come up and dedicate our new chicken house." Brother Clyde, being a very friendly kind of fellow and always ready to enter into joking and kidding—thought they were joking with him. Where he had been working as pastor the Lord's Acre was not too well known and its influence had not been felt. But Brother Clyde soon found, that although Burrel Rogers is full of fun and joking that he was not joking about this. He really wanted the project dedicated. The time was set, plans made and a very meaningful service of dedication was held for the Roger's new chicken house. Mr. and Mrs. Rogers are a young couple with two small, cute children. They are just getting started —but they wanted to get started in the right way. They wanted God to have his part of any gain they may have and for his blessings and guidance to be upon their project.

But there is more to the story than this. Dr. Clarke had studied the Lord's Acre at Clyde many years back. Former pastors had used and promoted it. The Lord's Acre had come to have a great influence in the lives of many of the people. They believed in dedicating their homes, and businesses to God. They recognize God's ownership and the need of his blessings.

As Brother Clyde readily says—"Former preachers deserve the credit" — but the people introduced and educated him to the real meaning of this dedication. Maybe you can do that for your preacher or some other church. Most of them will appreciate it, enter into the spirit of it, enjoy it and profit from it just like Brother Clyde Collins did — and the Kingdom of God will be helped along.

Mr. and Mrs. Hill of the Silver Creek Baptist Church, Polk County, were saying, "The Lord's Acre is a wonderful thing. This is our first year using it and it is already meaning so much to us. The Rev. Clyde Greene is pastor.

The Rev. Warren S. Reeve reports that a part of the money received by the young people of the Burnsville Presbyterian Church, from their Lord's Acre project, was used in what we think is a splendid way. The young people joined the Church in helping to bring a Hungarian refugee family to Burnsville. The family consist of "The husband, a thirty-year-old Hungarian, his wife, a German and their three-year-old son. They have proved themselves to be good people, and are making good. The work of bringing them here did something fine to the spirit of our Church."

Maybe your Church could have a Lord's Acre and use it for a project like this!

The Practice of The Lord's Acre Continues To Spread

It has been encouraging that so many Conventions, Synods, Conferences etc., from all over America have written for suggestions and materials for Lord's Acre—Lord's Hour displays at their annual denominational gatherings. It has been presented in practically every corner and nook of America—by people within the denomination. Thus they are making it a part of their program. They see the value of organized promotion of this splendid Biblical practice, that the Farmers Federation has recognized for a long time.

If you are a representative of your denomination to one of these gatherings and the Lord's Acre—Lord's Hour is not presented, you could render a valuable service in your Church by calling its attention to the proper people in charge. The Religious Department of the Farmers Federation will be most happy to cooperate in supplying literature and help for presenting and displaying The Lord's Acre.

Mr. and Mrs. Burrell Rogers, children, and Rev. Collins, dedicating chicken house.

Scripture - Prayer Verse for August

He that is slow to anger is better than the mighty; and he that ruleth his spirit than he that taketh a city.—Proverbs 16:32.

PICNIC TIME

Now is the time for picnics. Along with many other groups, the Farmers Federation is now having its series of annual picnics. It is good to see so many people enjoying themselves, renewing acquaintances and making new friends. God surely wants people to enjoy themselves and have a good time in a nice way. As one sees people feasting upon the fruits of the good earth, one's mind often turns to some of the great men of the scripture — even to such instances as Elijah in the wilderness and how God provided for them. Are we at all — conscious of and as grateful for God's provisions of food and enjoyment as we should be.

Rev. J. Waldrep

I am very happy that the picnics and all of the Farmers Federation business is run on such a high christian level — I know that you are. It is gratifying to find prayer and a place for the Lord's Acre on the program. Though we speak highly, we hope it is meaningful, because the Lord's Acre and the way that we carry it out is so very meaningful. It is good that God is included.

Along with our other work and play — How does your Lord's Acre come along? Do you find it to be a spiritual refreshing experience each time that you work in it? Does it make you want to sing about God and his goodness: Do you sing or meditate upon these things as you work? Is it a wonderful opportunity to draw closer to God and grow in your religious experience.

If you are not experiencing a religious thrill from your work with the Lord's Acre why not try the following:

1. Sincerely seek to make it a religious experience; want it to be done. Say it over and over in your heart — "I am going to think about the Lord as I work His project." Remember, as a man thinketh in his heart so he is.
2. Say appropriate verses of scripture — such as "The earth is the Lord's and all things that dwell therein," or other wonderful passages.
3. Begin the work with prayer. If it is a group project — begin it with a worship service. Be sure and seek to have the minister present if possible. If it was not dedicated in the beginning — it is not too late now.
4. For individual projects be sure and have the minister to visit the project and have a prayer on each visit.
5. Maybe it is not good to count your chickens before they hatch — or the profit before it is received — but try a little day dreaming about the splendid and helpful ways that the money received from the profit can be used to help God's work along.
6. Prayerfully consider how you may improve your project next year.
7. As you work along with these thoughts be sure to do your best work possible. Use the best methods recommended by your county agricultural agencies or from your experience. Remember true honest toil and sweat is pleasing unto God.
8. Why not have a Lord's Acre picnic and working. This could be for a small or large group.

I could be wrong — but I do not believe that I am — carried out in this way the Lord's Acre can truly prove a real blessing, a thrilling spiritual treat to those who work it.

If you do not have a Lord's Acre this year, or if you have had one in the past and failed to experience this spiritual joy — you must have one next year and carry it out in the right way.

Whatever You Breed . . .

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